



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Washington, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Southern Satellites	69.3%	Population	17,919	17,730
Rural Bypasses	26.1%	Households	6,892	6,914
Heartland Communities	4.7%	Families	5,132	5,105
		Median Age	36.8	38.3
		Median Household Income	\$36,502	\$39,724

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	48	\$1,285.03	\$8,856,446
Men's	47	\$232.93	\$1,605,356
Women's	45	\$420.75	\$2,899,828
Children's	59	\$244.12	\$1,682,486
Footwear	41	\$198.51	\$1,368,099
Watches & Jewelry	55	\$122.44	\$843,834
Apparel Products and Services ¹	52	\$66.29	\$456,843
Computer			
Computers and Hardware for Home Use	53	\$111.56	\$768,844
Software and Accessories for Home Use	48	\$13.90	\$95,822
Entertainment & Recreation	65	\$2,422.11	\$16,693,160
Fees and Admissions	45	\$276.49	\$1,905,535
Membership Fees for Clubs ²	48	\$79.61	\$548,662
Fees for Participant Sports, excl. Trips	42	\$47.98	\$330,661
Admission to Movie/Theatre/Opera/Ballet	43	\$63.90	\$440,403
Admission to Sporting Events, excl. Trips	48	\$29.08	\$200,417
Fees for Recreational Lessons	44	\$55.53	\$382,690
Dating Services	66	\$0.39	\$2,702
TV/Video/Sound Equipment	60	\$857.03	\$5,906,662
Community Antenna or Cable TV	66	\$489.71	\$3,375,094
Televisions	50	\$147.41	\$1,015,918
VCRs, Video Cameras, and DVD Players	62	\$20.70	\$142,633
Video Cassettes and DVDs	60	\$39.02	\$268,926
Video Game Hardware and Software	58	\$20.94	\$144,342
Satellite Dishes	86	\$0.96	\$6,638
Rental of Video Cassettes and DVDs	58	\$29.73	\$204,926
Streaming/Downloaded Video	36	\$0.29	\$2,030
Sound Equipment ³	49	\$105.01	\$723,737
Rental and Repair of TV/Radio/Sound Equipment	56	\$3.25	\$22,418
Pets	80	\$354.83	\$2,445,486
Toys and Games	65	\$97.10	\$669,229
Recreational Vehicles and Fees ⁴	104	\$453.44	\$3,125,108
Sports/Recreation/Exercise Equipment ⁵	64	\$137.58	\$948,173
Photo Equipment and Supplies ⁶	63	\$80.60	\$555,471
Reading ⁷	57	\$165.05	\$1,137,496
Food	62	\$5,175.33	\$35,668,403
Food at Home	64	\$3,122.99	\$21,523,619
Bakery and Cereal Products	65	\$436.57	\$3,008,813
Meat, Poultry, Fish, and Eggs	65	\$798.19	\$5,501,140
Dairy Products	65	\$359.84	\$2,480,015
Fruit and Vegetables	58	\$478.70	\$3,299,207
Snacks and Other Food at Home ⁸	66	\$1,049.69	\$7,234,444
Food Away from Home	60	\$2,052.35	\$14,144,784
Alcoholic Beverages	48	\$288.94	\$1,991,355
Nonalcoholic Beverages at Home	69	\$304.36	\$2,097,647



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	35	\$352.14	\$2,426,923
Vehicle Loans	76	\$4,419.27	\$30,457,617
Health			
Nonprescription Drugs	79	\$90.01	\$620,374
Prescription Drugs	79	\$449.43	\$3,097,459
Eyeglasses and Contact Lenses	70	\$53.86	\$371,225
Home			
Mortgage Payment and Basics ⁹	53	\$4,859.13	\$33,489,113
Maintenance and Remodeling Services	52	\$1,075.69	\$7,413,686
Maintenance and Remodeling Materials ¹⁰	87	\$361.23	\$2,489,572
Utilities, Fuel, and Public Services	69	\$3,158.51	\$21,768,436
Household Furnishings and Equipment			
Household Textiles ¹¹	57	\$79.25	\$546,180
Furniture	50	\$327.93	\$2,260,117
Floor Coverings	55	\$53.14	\$366,216
Major Appliances ¹²	69	\$209.95	\$1,446,977
Housewares ¹³	52	\$49.54	\$341,462
Small Appliances	66	\$23.31	\$160,622
Luggage	42	\$4.20	\$28,955
Telephones and Accessories	49	\$20.98	\$144,628
Household Operations			
Child Care	48	\$195.57	\$1,347,867
Lawn and Garden ¹⁴	70	\$295.71	\$2,038,051
Moving/Storage/Freight Express	54	\$28.20	\$194,383
Housekeeping Supplies ¹⁵	67	\$516.09	\$3,556,905
Insurance			
Owners and Renters Insurance	74	\$361.92	\$2,494,372
Vehicle Insurance	66	\$922.23	\$6,356,027
Life/Other Insurance	71	\$406.43	\$2,801,099
Health Insurance	71	\$1,448.23	\$9,981,177
Personal Care Products ¹⁶	61	\$266.16	\$1,834,363
School Books and Supplies ¹⁷	50	\$58.56	\$403,600
Smoking Products	82	\$372.03	\$2,564,004
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	71	\$3,659.99	\$25,224,675
Gasoline and Motor Oil	76	\$1,911.71	\$13,175,499
Vehicle Maintenance and Repairs	64	\$631.74	\$4,353,956
Travel			
Airline Fares	43	\$179.05	\$1,233,984
Lodging on Trips	55	\$234.12	\$1,613,560
Auto/Truck/Van Rental on Trips	40	\$15.64	\$107,809
Food and Drink on Trips	56	\$260.70	\$1,796,725

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.